Overview of editing software

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Options for video editing software

- After shooting your video and transferring the raw footage on your computer, it's time to edit it
- If you wrote a script or created a storyboard, it will help you put together all the pieces
- **Editing involves cutting the right pieces of video, adding transitions, text, graphics, music, sound effects, etc.**
- You can do the editing yourself or hire someone to do it if you have a bigger budget
- However, you should learn the basics of editing in order to better communicate with the editor
- **Categories of editing software:**
  - Amateur level - mobile apps or free software like iMovie, it's mostly used for editing your personal videos
  - Content creator level - medium priced software with a decent amount of features and templates
  - Professional level - full feature software, it's for people who do this for a living
- If you're only creating videos for marketing purposes, you are at the content creator level

- **Software options:**

- #1 Adobe Premiere Pro
  - $20/month
  - works for PC and Mac
  - has a ton of features
  - it's the default option for editors

- #2 Final Cut Pro
  - $300 upfront
  - it only works for Mac
  - it provides a lot of templates and shortcuts
  - it's easy to use

- #3 CyberLink's PowerDirector

- #4 Coral's VideoStudio

- #5 Sony Vegas

- **When choosing a video editing software, you have to answer these questions:**
  - How much video do you plan on producing? How serious is this for you?
  - What type of videos do you plan on producing?

- If you're serious about it, go with Adobe Premiere (or Final Cut Pro if you have a Mac)

- If you have a lower budget and just need some basic features, go with one of the others